



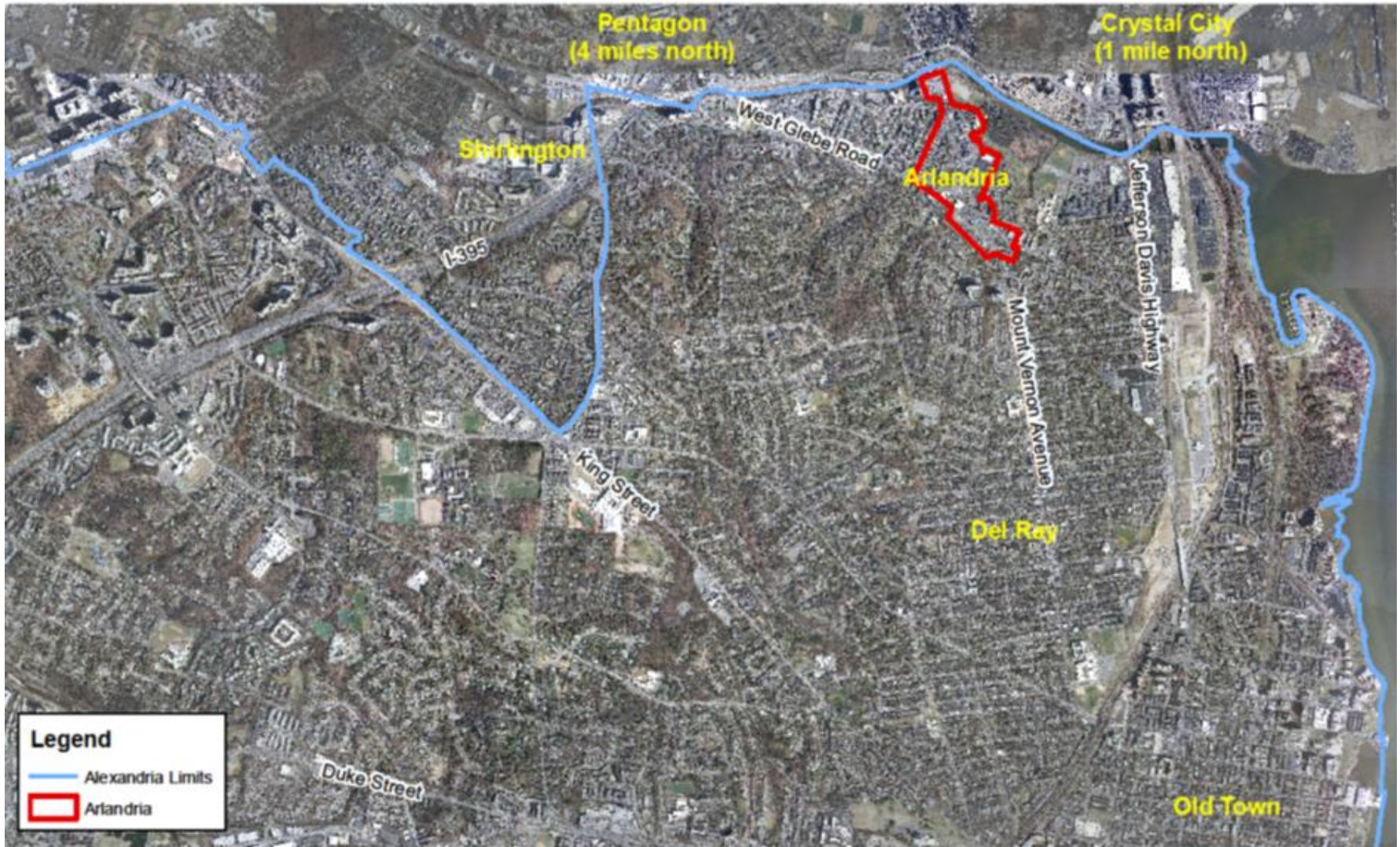
Arlandria Action Plan Implementation Planning Commission Update

Planning Commission

Tuesday, December 7, 2010



Regional Context



Arlandria Action Plan Implementation Process

- Establish the Arlandria Action Plan Advisory Group - **✓**
- Host three Advisory Group meetings - **✓**
- Consideration of an Arts & Cultural District - **✓**
- Continue retail enhancement efforts - **✓**
- Liaise with Code Compliance group – *ongoing*
- Explore disincentives for economic development – *ongoing*
- Monitor on-going development projects – *ongoing*
- Implement 2003 Arlandria Plan recommendations– *ongoing*
- Final Report with recommendations to City Council – *February 2011*



Overall Community Feedback from Outreach

Foremost Community Concerns

- Housing
- Traffic & Streetscape
- Crime & Quality of Life
- Four Mile Run Park
- Retail Options
- Health Services

Advisory Group meetings

- February 17, 2010
- May 17, 2010
- November 2, 2010

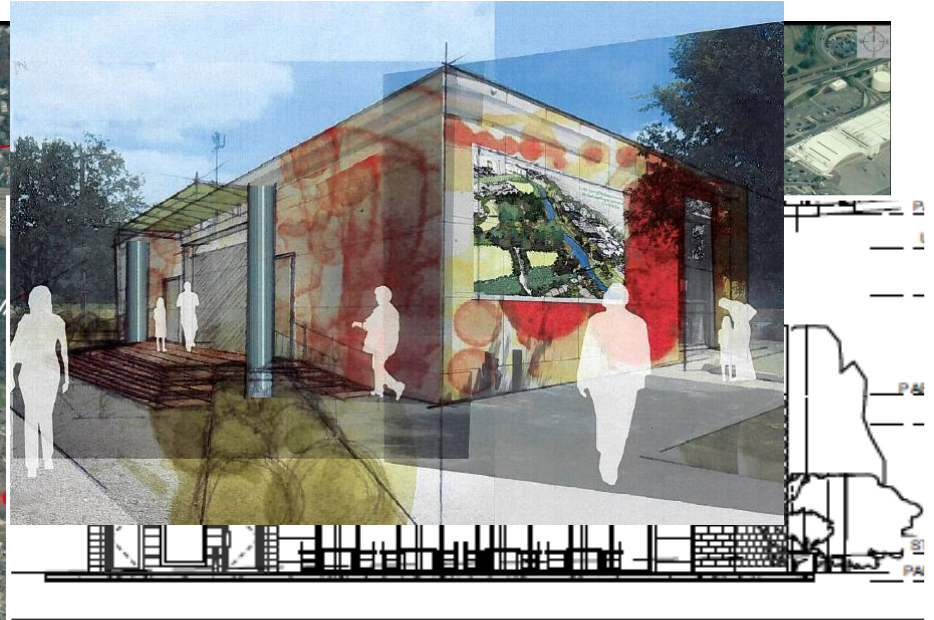
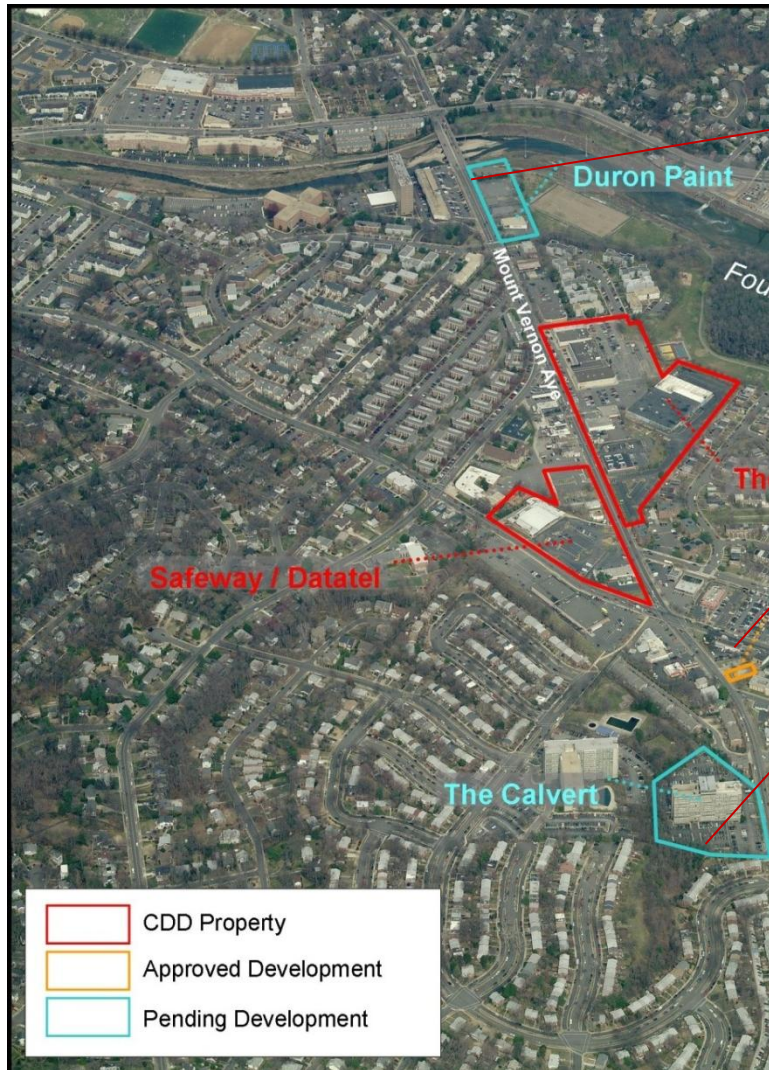


Recommendations from Developer's Forum

- Focus on neighborhood branding
- Capitalize on Birchmere and other local assets
- Improve connections to Four Mile Run Park
- Improve transportation options
- Cluster retail
- Fill in gaps in the streetwall
- Consider east-west connection from Commonwealth to Mt. Vernon
- Consider neighborhood examples like Brookland (DC), Hyattsville (MD), Mt. Rainier (MD), Mt. Pleasant (DC)



Monitor On-Going Development



Four Mile Run Park Expansion



Retail Enhancements - Alexandria Economic Development Partnership



- Provide bilingual technical assistance to small business owners
- Host bilingual educational seminars targeted to small business owners
- Link eligible businesses to available local and state incentive programs
- Encourage creation of a local business organization
- Explore ways to market the Birchmere and existing Latino/a business community to build an Arlandria brand

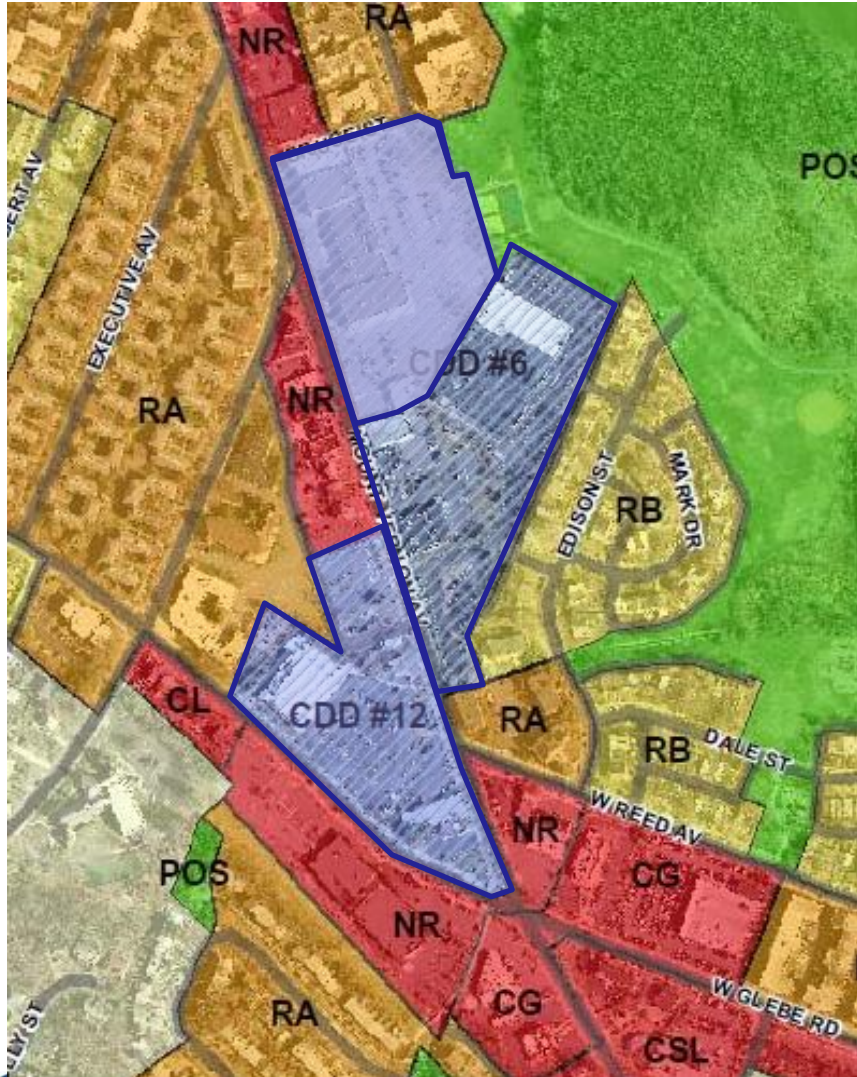


Evaluate CDD#6 and CDD#12 Zoning

- Planning staff evaluated various redevelopment scenarios under existing CDD #6 (Birchmere/MOM's) and CDD #12(Safeway)
- FAR, heights, land uses are compatible with the pedestrian-scaled, walkable, mixed-use neighborhood
- Development Challenges: land assemblage and CDD #12 Design Guidelines (“retail anchor, such as grocery store”)
 - Provisions in Zoning Ordinance to remedy CDD land assemblage
 - Minor text amendment could be made to the Potomac West Small Area Plan to address CDD #12 Design Guidelines



Explore Redevelopment Opportunities



CDD #6 SUMMARY*

Total Developable Land (sf)	210,980
Total Existing Development (sf)	81,126
Average Existing FAR	0.38
Allowable FAR	3.00
Total Allowable Development (sf)	632,940

*Parcels owned by Arlandria Center LLC are not included.

CDD #12 SUMMARY*

Total Developable Land (sf)	184,968
Total Existing Development (sf)	33,164
Average Existing FAR	0.18
Allowable FAR	3.00
Total Allowable Development (sf)	554,904

*Parcels owned by St. Rita's are not included.



Arlandria Action Plan Implementation

- Next Steps

- Follow-up Advisory Group meeting, January 2011
- City Council, February 2011
- Continue to work with potential & upcoming development projects
- Continue to work with City staff & Advisory Group on implementation efforts

